

## **CLAIMS**

What is claimed is:

5     1. A method comprising the steps of:

receiving data concerning an event;

organizing said data concerning an event into a sponsored event management database;

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generating an event browser display; said event browser display including said data concerning said event; and

presenting said event browser display to a user.

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2. A method as recited in Claim 1, in which said event browser display is disseminated to said user via the Internet.

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3. A method as recited in Claim 1, in which said user is an event sponsor who utilizes said event browser display to view information concerning said event.

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4. A method as recited in Claim 1, in which said user is an event sponsor who utilizes said event browser display to conduct searches for a multiple listing of events.

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5. A method comprising the steps of

receiving data concerning a sponsor;

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organizing said data concerning said sponsor into a sponsor management database;

generating a sponsor browser display; said sponsor browser display including said data concerning said sponsor; and

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presenting said sponsor browser display to a user.

6. A method as recited in Claim 5, in which said sponsor display is disseminated to said user

15 via the Internet.

7. A method as recited in Claim 4, in which said user is a property owner who utilizes said sponsor browser display to view information concerning said sponsor.

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8. A method as recited in Claim 4, in which said user is an event sponsor who utilizes said event sponsor display to conduct searches using a multiple listing of events.

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9. A method comprising the steps of:

receiving a request for proposal from a sponsor;

30 presenting said request for proposal from said sponsor in an RFP management database;

generating an RFP display; said display including said request for proposal; and presenting said RFP display to a user.

10. A method as recited in Claim 9, in which said RFP display is disseminated to said user via  
5 the Internet.

11. A method as recited in Claim 9, in which said user is a property owner who utilizes said  
10 RFP display to view information concerning said sponsor.

12. A method as recited in Claim 11, including the additional step of:

15 offering said property owner an opportunity to create and to submit a sponsorship proposal to  
said sponsor.

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13. A method as recited in Claim 12, including the additional step of:  
  
offering said sponsor an opportunity to contact said property owner regarding said sponsorship  
proposal.

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14. A method as recited in Claim 12, including the additional step of:  
  
30 offering said sponsor an opportunity to accept said sponsorship proposal.

15. A method as recited in Claim 9, including the additional step of:

allowing a user to view a listing of discounted properties.

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16. A method comprising the steps of:

organizing data concerning a plurality of events sponsored by a sponsor into a customized

10 sponsorship tool database;

generating a customized sponsorship tool browser display; said customized sponsorship tool display including said data concerning said plurality of events sponsored by said sponsor; and

15 presenting said customized sponsorship tool display to said sponsor.

17. A method as recited in Claim 9, including the additional step of: targeting an RFP by

20 manually selecting a specific property owner.